

February 2010

Dear Local Business,

Revitalizing Waterbury (RW) invites you to take part in our 5th annual community event, **Spring for Waterbury**. We are pleased to announce that this year's partner is the **Waterbury-Duxbury Food Council** a grassroots organization focused on strengthening our community through a sustainable, healthy food system. A new twist to the event is that it will take place on: **Wednesday, April 7<sup>th</sup> for dining and service participants** and on **Saturday, April 10<sup>th</sup> for retailer participants**.



A fundraiser for the  
Waterbury-Duxbury Food Council  
and Revitalizing Waterbury

### How does Spring for Waterbury work?

1. **PLEDGES:** Participating businesses choose to pledge either a flat donation or a percentage of receipts from April 7 (dining and service day) or April 10 (retailer day).
2. **PROCEEDS:** Spring for Waterbury proceeds that are split between RW and the W-D Food Council provide essential financial resources that enable us to carry out exciting projects and launch new initiatives that benefit our community. Participants are saying 'we support your mission and good work!'
3. **PROMOTION:** RW and the W-D Food Council heavily promote the event to our memberships and to the general public via radio, print and social media. We draw attention to the philanthropy of the businesses participating in Spring for Waterbury and give customers another reason to be a loyal patron.
4. **'PURCHASE FOR A PURPOSE':** In our outreach, we encourage customers to 'purchase for a purpose' – to shop/dine/make appointments at participating businesses during a relatively slow time of year. This concept resonates in our community because people understand the importance of spending their dollars at local businesses and they value the contributions that local organizations make to our quality of life.
5. **TWO EVENTS:** As previously mentioned, the mid-week (Wednesday, April 7) Spring for Waterbury event was added specifically for restaurants and services (salons, massage, auto repair, etc.) at a time when you're open and wanting to see more customers walk through your door.

**More about Waterbury Duxbury Food Council:** The Food Council began in early 2008 as a group looking to create a stronger focus on healthy, fresh and local foods within our schools. Within a year, the group had grown to include over 30 members of the larger Waterbury/Duxbury community; working to make changes in our local food system for both our towns. The Food Council now has six working groups: Sustainable Consumers; The Gardener's Collaborative; Community Resources, Policy and Infrastructure; the School group; Vulnerable Populations; and a Steering Committee. Our projects vary widely, from creating new community gardens and bolstering the Waterbury Farmers' Market, to canning and garden planning workshops. Our quarterly potlucks, with guest speakers, bring community members together strengthening our ties with each other through a shared meal.

We hope you will join Spring for Waterbury and support the W-D Food Council and RW! Please return the our pledge card by Feb. 22<sup>nd</sup> or sign-up online at [www.revitalizingwaterbury.org/Spring.php](http://www.revitalizingwaterbury.org/Spring.php) so your business is included in all our marketing materials. *Thank you!*

Sincerely,

Laura Parette  
Revitalizing Waterbury  
[www.RevitalizingWaterbury.org](http://www.RevitalizingWaterbury.org)

Rick Scharf  
Waterbury-Duxbury Food Council  
[www.wdfoodcouncil.org](http://www.wdfoodcouncil.org)